

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Chao Strategy Message & Media
Attn: Kissell
1322 G Street, SE
Washington, DC 20003

Contract # 336370

Schedule Dates 10/11/12-10/17/12
Advertiser Larry Kissell for Congress (9216)
Agency Chao Strategy Message & Media (5389)
Product Political - Federal Candidate (1067)
Brand 1754 CONGRESS (139389)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name CERTO, MICHELE
Phone/Fax /
CPE 259/271/1754
Account Types National/Political
Billing Type Standard
Comments KISSELL FOR CONGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Oct. 2012	31	\$31,625.00
Grand Total:	31	\$31,625.00

Date Entered 10/10/12
Last Modified 10/10/12
Entered By Jill Hipskind
CO-OP No
Headline # 06368148
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,743.75
Net Total \$26,881.25
Sales Tax

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	11P- 11:35P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/10/12
2.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	11:35P- 12A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	ABC-NITELINE	10/10/12
3.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	10:58A- 12P (EST)						1			1	\$675.00	\$675.00	Charlotte (WSOC)	REVISED RATE, VIEW-ABC	10/10/12
4.0	Normal Line / Spot	10/12/12-10/12/12	5	:30	6P- 6:30P (EST)						1			1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWIT NWS 6	10/10/12
5.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	6:58P- 7:30P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/10/12
6.0	Normal Line / Spot	10/12/12-10/12/12	4	:30	7A- 8A (EST)						1			1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GO MRN AMR-ABC	10/10/12
7.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	10P- 11P (EST)								1	1	\$4,500.00	\$4,500.00	Charlotte (WSOC)	AVG. ALL WKS	10/10/12
8.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	10:58A- 12P (EST)						1			1	\$675.00	\$675.00	Charlotte (WSOC)	REVISED RATE, VIEW-ABC	10/10/12
9.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	5P- 5:30P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	REVISED RATE, EYEWIT NWS 5	10/10/12
10.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	6A- 7A (EST)						1			1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBRK	10/10/12
11.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	6:58P- 7:30P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/10/12
12.0	Normal Line / Spot	10/15/12-10/15/12	5	:30	8A- 9A (EST)						1			1	\$725.00	\$725.00	Charlotte (WSOC)	GO MRN AMR-ABC	10/10/12
13.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	6A- 7A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SA MRN1	10/10/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,743.75
Net Total \$26,881.25
Sales Tax

Charlotte (WSOC)

By Broadcast Month
Oct. 2012 31
Grand Total: \$31,625.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	7A- 8A (EST)								1	1	\$325.00	\$325.00	Charlotte (WSOC)	EYE NW SA MRN2	10/10/12
15.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A- 9A (EST)								1	1	\$475.00	\$475.00	Charlotte (WSOC)	GD MRN-SAT-ABC	10/10/12
16.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SU MRN2	10/10/12
17.0	Normal Line / Spot	10/11/12-10/11/12	4	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/10/12
18.0	Normal Line / Spot	10/11/12-10/11/12	4	:30	5P- 5:30P (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	EYEWIT NWS 5	10/10/12
19.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	EYEWIT NWS 6	10/10/12
20.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	6A- 7A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBK	10/10/12
21.0	Normal Line / Spot	10/11/12-10/11/12	5	:30	8A- 9A (EST)					1				1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/10/12
22.0	Normal Line / Spot	10/16/12-10/16/12	4	:30	5P- 5:30P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	REVISED RATE, EYEWIT NWS 5	10/10/12
23.0	Normal Line / Spot	10/16/12-10/16/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/10/12
24.0	Normal Line / Spot	10/16/12-10/16/12	5	:30	8A- 9A (EST)			1						1	\$725.00	\$725.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/10/12
25.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	11P- 11:35P (EST)							1		1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/10/12

CONFIRMATION CONTRACT

Comments:

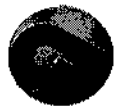
Date:

Accepted-Station:

Date:

Accepted-Agency/Advertiser:

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Larry Kissell for Congress (9216)

Agency

Chao Strategy Message & Media (5389)

Product

Political - Federal Candidate (1067)

Brand

1754 CONGRESS (139389)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

CERTO, MICHELE

Phone/Fax

/

CPE

259/271/1754

Account Types

National/Political

Billing Type

Standard

Comments

KISSELL FOR CONGRESS

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

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CO-OP No
Headline # 06368148
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26.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	10:58A- 12P (EST)	1			1					1	\$675.00	\$675.00	Charlotte (WSOC)	VIEW-ABC	10/10/12
27.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	6P- 6:30P (EST)	1			1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	REVISED RATE, EYEWIT NWS 6	10/10/12
28.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	6A- 7A (EST)	1			1					1	\$850.00	\$850.00	Charlotte (WSOC)	UPDATED 9/28, EYE NWS DAYBK	10/10/12
29.0	Normal Line / Spot	10/17/12-10/17/12	4	:30	6:58P- 7:30P (EST)	1			1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	INSIDE EDITION	10/10/12
30.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	7A- 8A (EST)	1			1					1	\$775.00	\$775.00	Charlotte (WSOC)	GD MRN AMR-ABC	10/10/12
31.0	Normal Line / Spot	10/15/12-10/15/12	4	:30	11P- 11:35P (EST)	1	1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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REP HEADLINE# 6368148
\$\$\$ APPROVED REV #1 \$\$\$
REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT10/12 14.25
*** WSOC-TV ***
RECAP

ADV #	ADV. NAME	POLI/L KISSELL/D/CON/NC	REP. #	OFF. # 220	SALESMAN #
AGY #	AGY. NAME	CHAO STRATEGY MESSAGE & MEDIA	BUYER NAME	MICHELE CERTO	
		1322 G STREET, SE	SALES PRSN	PH- NICK WELTE	
		WASHINGTON, DC 20003			
ORDER #	CONTRACT #	6368148	CLASS:	NATL. LOCAL REGIONAL	

PRDCT KISSELL FOR CONGRESS EST#1754 COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES OCT11/12		OCT17/12	WK-1
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE OCT10/12 14.25

REP: **REVISION
TO JILL
FR JARED
REVISED RATE ON LINES 3,6,9,10,24,26,30,31
CXL SPOTS ON LINES 17,25,29
TOTAL STAYS SAME
FLS CNF THANKS

CON CM THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE:	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	:DAYS:	:TOTL: :SPTS:
AGENCY ADVERTISER CODE = 259												
AGENCY PRODUCT CODE = 271												
AGENCY EST# = 1754												
1			1100P-1130P	30		\$1,200.00	10/12	10/12	1		FRI	1
PROGRAM : EYEWIT NWS 11												
CON COM1: EYEWIT NWS 11												
2			1130P-1200M	30		\$700.00	10/12	10/12	1		FRI	1
PROGRAM : ABC-NITELINE												
CON COM1: ABC-NITELINE												

FAX# 610-225-1191

CREDIT RISK !!
HARRIS REPORT FROM STATION
*** WSOC-TV ***
OCT10/12 14.25
RECAP

REP HEADLINE# 6368148
\$\$\$ APPROVED REV #1 \$:

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	RZ		1100A-1200N	30		\$675.00	10/12	10/12	1		FRI	1
PROGRAM : VIEW-ABC ORD COM1 : REVISED RATE CON COM1 : VIEW-ABC												
4			600P-630P	30		\$1,100.00	10/12	10/12	1		FRI	1
PROGRAM : EYEWIT NWS 6 CON COM1 : EYEWIT NWS 6												
5			700P-730P	30		\$1,200.00	10/12	10/12	1		FRI	1
PROGRAM : INSIDE EDITION CON COM1 : INSIDE EDITION												
6	R		700A-800A	30		\$1,075.00	10/12	10/12	1		FRI	1
PROGRAM : GD MRN AMR-ABC CON COM1 : GD MRN AMR-ABC												
7			1000P-1100P	30		\$4,500.00	10/15	10/15	1		MON	1
PROGRAM : AVG. ALL WKS CON COM1 : AVG. ALL WKS												
8			1100P-1130P	30		\$1,200.00	10/15	10/15	1		MON	1
PROGRAM : EYEWIT NWS 11 CON COM1 : EYEWIT NWS 11												
9	RZ		1100A-1200N	30		\$675.00	10/15	10/15	1		MON	1
PROGRAM : VIEW-ABC ORD COM1 : REVISED RATE CON COM1 : VIEW-ABC												
10	RZ		500P-530P	30		\$1,200.00	10/15	10/15	1		MON	1
PROGRAM : EYEWIT NWS 5 ORD COM1 : REVISED RATE CON COM1 : EYEWIT NWS 5												

REP: TEL# 610-225-4100 FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
HARRIS REPORT FROM STATION OCT10/12 14.25
*** WSOC-TV ***

ORDER WORKSHEET

REP HEADLINE# 6368148
\$\$\$ APPROVED REV #1 \$\$\$

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
11			600A-700A PROGRAM : EYE NWS DAYBRK ORD COM1: UPDATED 9/28 CON COM1: EYE NWS DAYBRK	30		\$850.00	10/15	10/15	1		MON	1
12			700P-730P PROGRAM : INSIDE EDITION CON COM1: INSIDE EDITION	30		\$1,200.00	10/15	10/15	1		MON	1
13			800A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$725.00	10/15	10/15	1		MON	1
14			600A-700A PROGRAM : EYE NW SA MRN1 CON COM1: EYE NW SA MRN1	30		\$300.00	10/13	10/13	1		SAT	1
15			700A-800A PROGRAM : EYE NW SA MRN2 CON COM1: EYE NW SA MRN2	30		\$325.00	10/13	10/13	1		SAT	1
16			800A-900A PROGRAM : GD MRN-SAT-ABC CON COM1: GD MRN-SAT-ABC	30		\$475.00	10/13	10/13	1		SAT	1
17			SZ 600A-700A PROGRAM : EYE NW SU MRN1 ORD COM1: SPOT CXL CON COM1: EYE NW SU MRN1	30		\$275.00	10/14	10/14	0		SUN	0
18			700A-800A PROGRAM : EYE NW SU MRN2 CON COM1: EYE NW SU MRN2	30		\$300.00	10/14	10/14	1		SUN	1
19			1100P-1130P PROGRAM : EYEWIT NWS 11 CON COM1: EYEWIT NWS 11	30		\$1,200.00	10/11	10/11	1		THU	1

FAX# 610-225-1191

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			500P-530P	30		\$850.00	10/11	10/11	1		THU	1
PROGRAM : EYEWIT NWS 5												
CON COM1: EYEWIT NWS 5												
21			600P-630P	30		\$1,100.00	10/11	10/11	1		THU	1
PROGRAM : EYEWIT NWS 6												
CON COM1: EYEWIT NWS 6												
22			600A-700A	30		\$850.00	10/11	10/11	1		THU	1
PROGRAM : EYE NWS DAYBRK												
ORD COM1: UPDATED 9/28												
CON COM1: EYE NWS DAYBRK												
23			800A-900A	30		\$725.00	10/11	10/11	1		THU	1
PROGRAM : GD MRN AMR-ABC												
CON COM1: GD MRN AMR-ABC												
24			RZ 500P-530P	30		\$1,200.00	10/16	10/16	1		TUE	1
PROGRAM : EYEWIT NWS 5												
ORD COM1: REVISED RATE												
CON COM1: EYEWIT NWS 5												
25	*		600P-630P	30		\$1,500.00	10/16	10/16	0		TUE	0
PROGRAM : EYEWIT NWS 6												
ORD COM1: SPOT CXL												
CON COM1: EYEWIT NWS 6												
26			RZ 700A-800A	30		\$1,075.00	10/16	10/16	1		TUE	1
PROGRAM : GD MRN AMR-ABC												
ORD COM1: REVISED RATE												
CON COM1: GD MRN AMR-ABC												
27			800A-900A	30		\$725.00	10/16	10/16	1		TUE	1
PROGRAM : GD MRN AMR-ABC												
CON COM1: GD MRN AMR-ABC												

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REP: TEL# 610-225-4100

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:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL SPTS
28			1100P-1130P	30		\$1,200.00	10/17	10/17	1		WED	1
PROGRAM : EYEWIT NWS 11 CON COM1: EYEWIT NWS 11												
29			SZ 1130P-1200M	30		\$700.00	10/17	10/17	0		WED	0
PROGRAM : ABC-NITELINE ORD COM1: SPOT CXL CON COM1: ABC-NITELINE												
30		R	1100A-1200N	30		\$675.00	10/17	10/17	1		WED	1
PROGRAM : VIEW-ABC CON COM1: VIEW-ABC												
31		RZ	600P-630P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : EYEWIT NWS 6 ORD COM1: REVISED RATE CON COM1: EYEWIT NWS 6												
32			600A-700A	30		\$850.00	10/17	10/17	1		WED	1
PROGRAM : EYE NWS DAYBRK ORD COM1: UPDATED 9/28 CON COM1: EYE NWS DAYBRK												
33			700P-730P	30		\$1,200.00	10/17	10/17	1		WED	1
PROGRAM : INSIDE EDITION CON COM1: INSIDE EDITION												
34			700A-800A	30		\$775.00	10/17	10/17	1		WED	1
PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC												
											CONTRACT TOTAL	31625.00
											TOTAL SPOTS	31

OCT/12 31625.00